

**Universiti Teknologi MARA**

**The Development of Code Detection on  
Personalization in E-commerce Website**

**Norhafifah Binti Jasman**

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## **DECLARATION**

I certify that this project to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

1 DECEMBER 2006

NORHAFIFAH BINTI JASMAN

2004106793

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***“In the name of Allah, God the Almighty, allowing me to accomplish this report”***

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## **ABSTRACT**

Personalization in E-commerce website today is concerned to personalizing their customer and customizing customer's interest. Many personalization approach and technique is designed to meet customers' requirements. Since personalization approach wide used by e-commerce websites, no proper tool that can determine the quality of personalization that offered by e-commerce website. This research is discussed about the Development of Code Detection of personalization of e-commerce website. This development is concerned to personalization criteria that was implementing in various e-commerce website nowadays. The research is done only on PHP e-commerce websites. Wu Framework is used as a guideline to analyzing different type of personalization criteria and coding scheme for categorizing the personalization criteria. The process development is done by followed SDLC concept and Personalization Automation Tool (PAT) is developed. PAT is a software tool that developed for verification of personalization criteria in e-commerce websites. The development of PAT focuses on two criteria which are anthropomorphic personalization and link personalization (bookmark). There are several methods and procedure used in the research. PAT is developed to detect the personalization criteria which are implemented in PHP e-commerce websites. This tool development can be a commercial product for e-commerce companies to verify quality of functionality on personalization in their e-commerce websites. Finally, customer satisfaction is achieved that assumed as a necessary condition for the success of organizations.

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